



IARI *reporter*

industrial advertising research institute

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SECOND SUBSCRIBERS SEMINAR SET IN FIVE MAJOR CITIES

Second in the new IARI Subscribers Seminar series is slated to open May 19 in five major industrial manufacturing centers. This year all personnel of IARI member-companies will meet to discuss:

- coordination of advertising and sales in industrial marketing;
- applications of motivation research to industrial marketing;
- building and maintaining better direct mail lists.

The schedule calls for a series opener in Philadelphia, Tuesday, May 19. This will be followed by seminars in Pittsburgh, Tuesday, May 26; Cleveland, Wednesday, May 27; Chicago, Thursday, May 28; and New York, Tuesday, June 2.

General and marketing management and personnel are welcome to attend the seminar in the most convenient city. A fee of \$10 per person includes luncheon. Registration forms and full details will be in the mails in the next few days.

SIX ADVERTISERS, ONE AGENCY ADDED TO IARI MEMBERSHIP

Aluminum Company of America recently became the sixth industrial advertiser to add its name to IARI's subscriber-roster in recent months. Alcoa joins a group including Continental Copper & Steel Industries, Inc.; Continental-Diamond Fibre Corporation; Life Time Products Corporation; Thermo Electric Company, Inc.; and the Marine & Ordnance Department of Vickers, Inc. Newest of the industrial advertising agencies to become an IARI member is the Detroit office of Grant Advertising, Inc.

DON'T OVERLOOK THESE THREE BENEFITS
OF EMPHASIZING CONTROLLED AD EFFORT

More than one industrial ad manager testifies to three benefits not obvious at the outset of building written control plans, specific procedures and performance standards into departmental operations. They agree it:

- helps bring out more spontaneous effort and a willing spirit in ad personnel;
- can tip the scales in sales organization acceptance of and cooperation with ad department efforts;
- may well prove a deciding factor when the front office weighs last year's ad results against next year's budget requests.

For hints on how to reap full benefits in these three areas, yourself, see IARI's five-point guide to improved control procedure. It's on Page 82 of IARI Report #5, "Organizing and Controlling Industrial Advertising Operations."

BOGGS OF UNION CARBIDE
IS A NEW IARI TRUSTEE

Robert W. "Bob" Boggs, advertising manager of Union Carbide Plastics Company, has accepted appointment to the 10-man Board of Trustees. Mr. Boggs has been with Union Carbide and its divisions since 1926; is presently a director of the Audit Bureau of Circulation and the Advertising Council.

WHICH KIND OF COMMENT WOULD YOU
LIKE TO HEAR ABOUT YOUR EXHIBIT?

Would you prefer to hear comments like these actual quotes?

"I thought they were more interested in giving out flowers than they were in the product."

"In these kinds of situations, you have to express a willingness to buy before they talk."

"He had a bright orange shirt on that's the color of the cabinets they store their (product) in."

(Cont'd)

...or comments like these:

"I learned of a new product not previously seen. It's a simple operation and I'm interested in (product). I need some in the plant operation."

"The representative gave an explanation of a certain safety device in the mounting. The ease of operation and the safety device were advantageous. The mounting definitely interested me."

These mixed reactions to some of 34 exhibits studied by IARI in one national show speak for themselves. With thousands of others recorded and analyzed for IARI Report #7, they tell a lot about why some exhibits help make customers out of visitors--and why others simply do not have what it takes. For details, see "How to Get More Value from Trade Show Exhibits." It's in your IARI report library now.

LOOKING FOR A NEW WAY TO HEAD OFF WORTHLESS INQUIRIES? TRIED THIS?

For years one IARI subscriber was content with the ratio of inquiries converted to sales of a line of highly-technical products used in materials processing. But in 1954 the company had a rude awakening. Salesmen on the firing line found out the competition had come up with some dangerously high-powered marketing techniques.

Since the firm leans heavily on inquiries, the ad manager consulted his IARI Report #1, "A Study of Methods for Handling and Evaluating Inquiries." It, in his words, "served as an incentive for looking into current methods of handling inquiries.

"As a result...it was decided to send to the requestor--attached to the material he requested--a postcard requesting him to list the type of application, the name of his company and his title."

The part this ad manager turned to is "The Problem of Screening Inquiries" starting on Page 27 of Section III, "SYSTEMS." See it, yourself, if you're not happy with your ratio of worthwhile inquiries to undesirables. Then turn to Page 43 for 10 excellent case histories. One or more will help you decide on measures for improving the quality of your own inquiries.

SORRY! WE DIDN'T KNOW YOU DIDN'T
KNOW HOW IARI SERVES INDUSTRY

We've discovered we owe some IARI REPORTER readers a sincere apology. We didn't know you didn't know how IARI serves industry.

Briefly, our subscriber companies each invest a relatively small amount annually to underwrite IARI's continuing, non-profit research. In return, they receive all the IARI reports and have access to all its other services.

Non-subscribers are welcome to join at any time. But, meanwhile, IARI's membership wants every company with a need for IARI reports to have them. The fee for reports available by the copy is based primarily on the pro-rated cost of research behind each. Simply order the report you wish by the number indicated below. We'll bill you as you direct.

- #1 - "Methods for Handling & Evaluating Inquiries" - Clothbound 161 pps. inc. 10 fully-documented case histories. \$75
- #2 - "Bibliography of Information on Handling Advertising Inquiries" - Paperbound 62 pps. \$5
- #3 - "How to Establish the Budget for Advertising Industrial Products" - Clothbound 139 pps. inc. repro. forms, Appendix. \$150
- #4 - "Yardsticks for Evaluating Industrial Advertising Research" - Paperbound 11 pps. \$1
- #5 - "Organizing & Controlling Industrial Advertising Operations" - Clothbound 124 pps. inc. Appendix. \$100
- #7 - "How to Get More Value from Trade Show Exhibits" - Clothbound 71 pps. inc. Appendix plus 34 loose insert exhibit photos and data. \$100
- #8 - "How to Coordinate Industrial Sales & Advertising" - Clothbound 115 pps. inc. exhibits, Appendix, bibliography. \$100

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